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GRAPHIC BRAND STANDARDS

These graphic standards were developed as a method for protecting the graphic brand of the City of Seguin, Texas. It is important to consult with and follow the enclosed guidelines to maintain the integrity of the brand. If you need any additional information or guidance, please contact:

City of Seguin

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SEGUIN, TEXAS LOGO USAGE

The following guidelines illustrate the proper use of the Seguin, Texas logo.

FULL COLOR LOGO

The logo may be represented in full color using either the spot colors PMS 440 Dune and PMS 561 Aqua Deep, or 4 color process printing techniques.



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ONE COLOR LOGO

The logo may be represented in a single color using a white fill and solid black outline and lettering.



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LOGO ON COLOR

The contrast must be sufficient when printing a color version of the logo on a photo or color background.



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REVERSE LOGO

The tagline and outline are reversed when the logo is printing on a dark photo or color background.



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SEGUIN, TEXAS COLOR AND FONTS

The color palette and recommended fonts provide a guide for keeping a consistent color scheme within the city's communications.

COLOR PALETTE

PRIMARY:

	PMS 440 Dune CMYK: 63 62 59 88 RGB: 56 46 44 HEX: 382E2C
	PMS 561 Aqua Deep CMYK: 84 20 58 54 RGB: 0 89 76 HEX: 00594C
	PMS 5825 Sycamore CMYK: 22 15 86 47 RGB: 137 129 61 HEX: 89813D
	PMS 463 Cafe Royale CMYK: 14 54 95 62 RGB: 116 79 40 HEX: 744F28
	PMS 498 Buccaneer CMYK: 23 78 77 65 RGB: 106 55 53 HEX: 6A3735
	PMS 7476 Deep Forest CMYK: 89 22 34 65 RGB: 13 82 87 HEX: 0D5257

SECONDARY:

	PMS 4515 Teak CMYK: 13 19 62 28 RGB: 179 163 105 HEX: B3A369
	PMS 2325 Pale Oyster CMYK: 36 36 56 6 RGB: 139 124 94 HEX: A09074
	PMS 5855 Coriander CMYK: 12 5 44 15 RGB: 192 187 135 HEX: C0BB87
	PMS 563 Tradewind CMYK: 54 0 29 2 RGB: 107 187 174 HEX: 6BBBAE
	PMS 7528 Bison Hide CMYK: 5 10 17 16 RGB: 197 185 172 HEX: C5B9AC

RECOMMENDED SEGUIN TYPEFACE FAMILIES

HEADLINES: Brandon Printed Two Shadow

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789!@#%\$^&*()
<http://www.myfonts.com/fonts/hvdfonts/brandon-printed/>

BODY COPY: Abril Text Regular

The quick brown fox jumps over the lazy dog
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789!@#%\$^&*()
<http://www.myfonts.com/fonts/type-together/abril/>

SUBHEADS: Abril Text Semibold

The quick brown fox jumps over the lazy dog
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789!@#%\$^&*()
<http://www.myfonts.com/fonts/type-together/abril/>

LOGOTYPE 1: Chaparral Pro Bold

The quick brown fox jumps over the lazy dog
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789!@#%\$^&*()
<http://www.myfonts.com/fonts/adobe/chaparral/>

LOGOTYPE 2: Stainless Ext Bold

The quick brown fox jumps over the lazy dog
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789!@#%\$^&*()
<https://www.myfonts.com/fonts/fontbureau/stainless/>

TAGLINE: Source Serif Pro Bold

The quick brown fox jumps over the lazy dog
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789!@#%\$^&*()
<https://www.fontsquirrel.com/fonts/source-serif-pro>

EXTENSIONS: Source Sans Pro Semibold

The quick brown fox jumps over the lazy dog
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789!@#%\$^&*()
<https://www.fontsquirrel.com/fonts/source-serif-pro>

OFFICE USE: Georgia

The quick brown fox jumps over the lazy dog
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789!@#%\$^&*()
<https://www.microsoft.com/typography/fonts/font.aspx?FMID=1932>

SEGUIN, TEXAS LOGO RECOMMENDATIONS

RECOMMENDED SEGUIN, TEXAS SPACING WITH TAGLINE

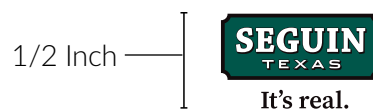
No other object should be placed within the safe area around the logo as specified below.

The safe area is an area identified by the height of the capital letters in TEXAS. (See example)



MINIMUM SIZE

The logo should not be used smaller than .75" in order to retain readability.



UNACCEPTABLE LOGO APPLICATIONS

The following are examples of improper modifications of the Seguin, Texas logo that may violate the integrity of the Seguin brand.



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DO NOT use any unofficial colors or any combination



It's real.

DO NOT add unofficial copy or graphics covering any part of the logo.



It's real.

DO NOT delete, add or adjust any element of the logo.



It's real.

DO NOT rotate or flip the logo.



It's real.

DO NOT change the proportions of the logo.



It's real.

DO NOT try to recreate this logo. Use only the artwork provided. Elements of the font have been adjusted and should not be typeset or replaced with any other font.

Um eturehentias quiam, conmsimil
inis et es etur modion pa qui asit, vo-
lore net rest, sit pos aut voluptia vol-
orerit lam acidis cusanin si dolor mo
vel inisto molupta volor invenimporro
cum fugit resecto magnam am atit

It's real.

DO NOT screen the logo or use the logo behind text.



Real Soccer.

DO NOT alter the logo for any other unapproved entity.



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DO NOT print the tagline on a dark background or image (example at left). Use the reversed version instead (example at right).

SEGUIN, TEXAS EXTENSIONS

A typographic logo has been created for various Seguin, Texas applications following the guidelines below. The graphic standards in this guide apply to these logos as well. Any creation of additional logos should be approved by The City of Seguin.

Seguin, Texas Extensions

Each extension should be used in the color specified below or the one color variation.



ECONOMIC
DEVELOPMENT
CORPORATION



ECONOMIC
DEVELOPMENT
CORPORATION



CONVENTION &
VISITORS BUREAU



CONVENTION &
VISITORS BUREAU



PARKS &
RECREATION



PARKS &
RECREATION



LIBRARY



LIBRARY



CITY OF SEGUIN



CITY OF SEGUIN

SEGUIN, TEXAS SPECIFICATIONS

COLORS

Production of artwork by different techniques may require the use of different color matching systems.

For the most consistent use of corporate colors the recommended breakdowns are as follows:

FILE USAGE

Use of digital artwork in different applications requires the use of different digital file formats.

To ensure the best quality reproduction, the following file format uses are suggested:

WORD

.PNG

.JPG

.TIF

.EPS

POWER POINT

.PNG

.JPG

.TIF

WEB (HTML)

.JPG

.PNG

INDESIGN

.EPS